

## Downtown Issues

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- Quick Review of Sasaki Principles and recommendations
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## Implementation Entity

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- "Joint Board"
  - Responsibilities
    - Coordinate Planning (e.g. MODESA)
    - Work on Catalytic Projects
  - Funding
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1. **Foster Urbanism:** Encourage mixed-use development at a minimum 3-5 story density
2. **Park Once:** Develop a network of safe and convenient parking garages to reduce unnecessary automobile usage and promote shared parking
3. **Connect MU, Stephens and downtown:** Identify joint development opportunities and physical / program connections
4. **Invest in the Public Realm:** Create a pedestrian friendly street and open space system throughout downtown and that connects to MU, Stephens and adjacent neighborhoods
5. **Encourage Arts, Culture and Entertainment Venues and Projects:** The catalytic benefits of these uses are very powerful
6. **Green Is Good:** Encourage environmental, economic and social sustainability in planning, design and new development

## Planning Principles

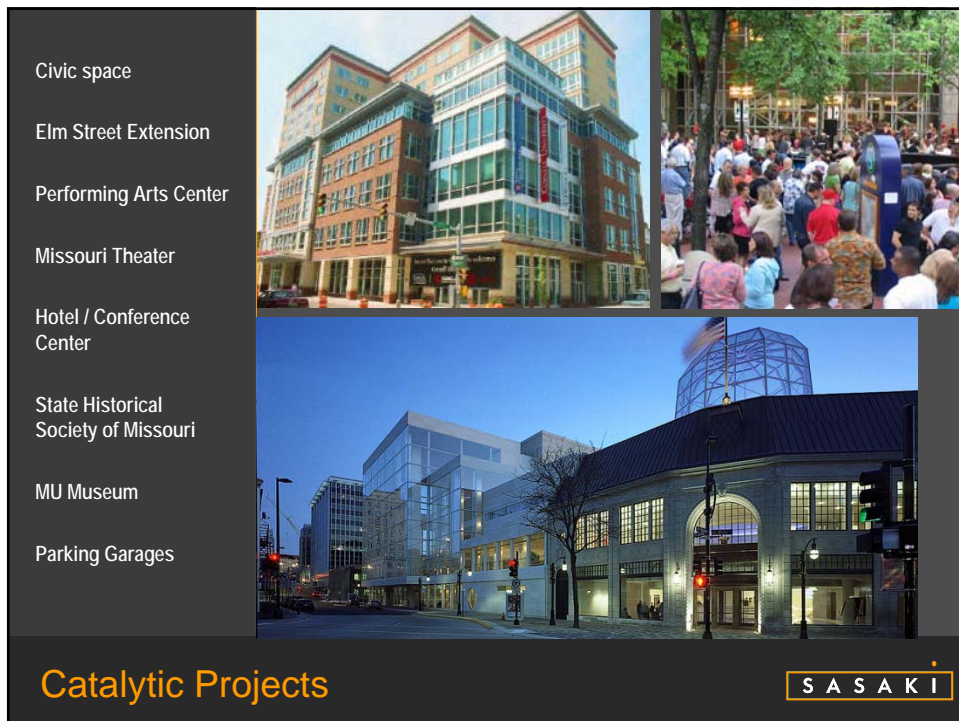
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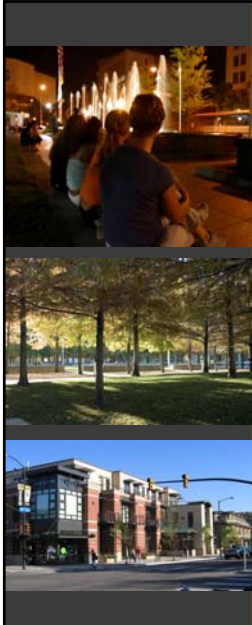
## Underutilized Site Criteria

- Single story building with inactive frontage
- Large percentage of surface parking
- Buildings without historical and/or architectural significance
- Higher and better use opportunities



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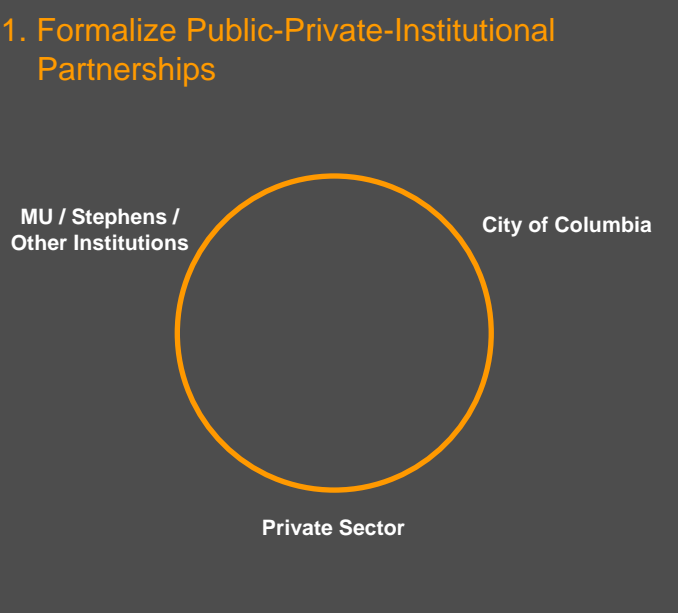
1. Formalize Partnerships
2. Create Implementation Entity
3. Revise Zoning
4. Overlay District and Design Guidelines
5. Establish Policy Goals and Priorities

Implementation Considerations

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1. Formalize Public-Private-Institutional Partnerships



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graph LR; A[MU / Stephens / Other Institutions] --- B(( )); B --- C[City of Columbia]; B --- D[Private Sector];
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Implementation Considerations

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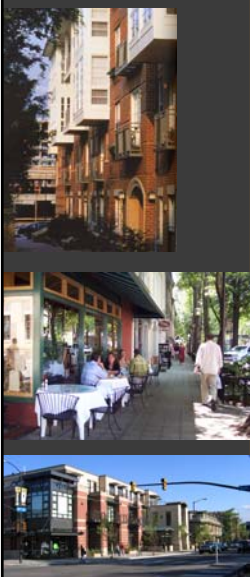


## 2. Create Implementation Entity

- Prepare MODESA plan
- Guide / prioritize public investment:
  - *Streetscape improvements*
  - *New civic spaces*
  - *Parking garages/shared parking*
  - *Elm Street extension*
- Guide land assembly/negotiate with landowners
- Create financial incentives to attract private investment

Implementation Considerations

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## 2. Create Implementation Entity

- Working relationship with City departments/ staff
- Work with downtown Special Business District
- Create strong public-private-institutional partnerships
- Credibility with City Council and partners
- Expertise in urban design guidelines and overlay districts
- Establish public participation process

Implementation Considerations

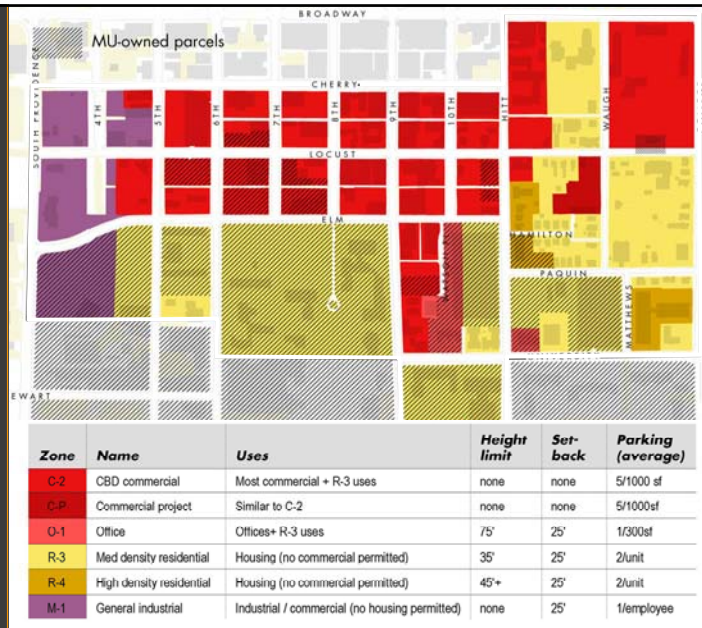
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### 3. Revise Zoning

Review and update zoning ordinance to:

- Promote mixed use
- Prohibit certain land uses
- Establish urban dimensional controls and parking standards



### Implementation Considerations

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### 4. Overlay District and Design Guidelines

Create an overlay district:

- Business Improvement District (BID)
- Tax Increment Finance District (TIF)
- Zoning Overlay District

Establish design guidelines:

- Building height, massing, scale, materials, parking
- Urbanistic dimensional requirements, FAR
- Landscape, pedestrian circulations, lighting, signage, civic spaces
- Incorporate historic structures



### Implementation Considerations

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## 5. Establish Downtown Capital Improvement Program

Develop a public/institutional capital improvement program:

- Short Term (0-3 years)
- Intermediate (4-6 years)
- Long-term (7+ years)

Implementation considerations:

- "Pause" to coordinate implementation strategy
- Evaluate financial feasibility of catalytic projects
- Establish strategic priorities for City investment
- Maximize opportunities for state/federal funding
- Build quality

Implementation Considerations

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## Partnerships

- Public Participation
  - Each project considered separately – based on economic benefit and payback
  - Priority given to public infrastructure
  - City to secure services of an experienced negotiator
  - Partner with other taxing jurisdictions
  - Public funds to secure market rate return on investment

## Tiger Hotel

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- Public Participation
  - Sales/Hotel Motel Tax
  - Property Tax Abatement (Increment)
  - CID
  - Parking
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## Regency

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- Parking Structure
    - TDD (1%)
    - Long term lease of hotel spaces (130)
    - Overbuild
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